



Mel Jones
Executive Vice President & COO
Sterling Planet

**How Well Do Customers Understand
the Renewable Certificates Concept?**

Business Description



Sterling Planet is

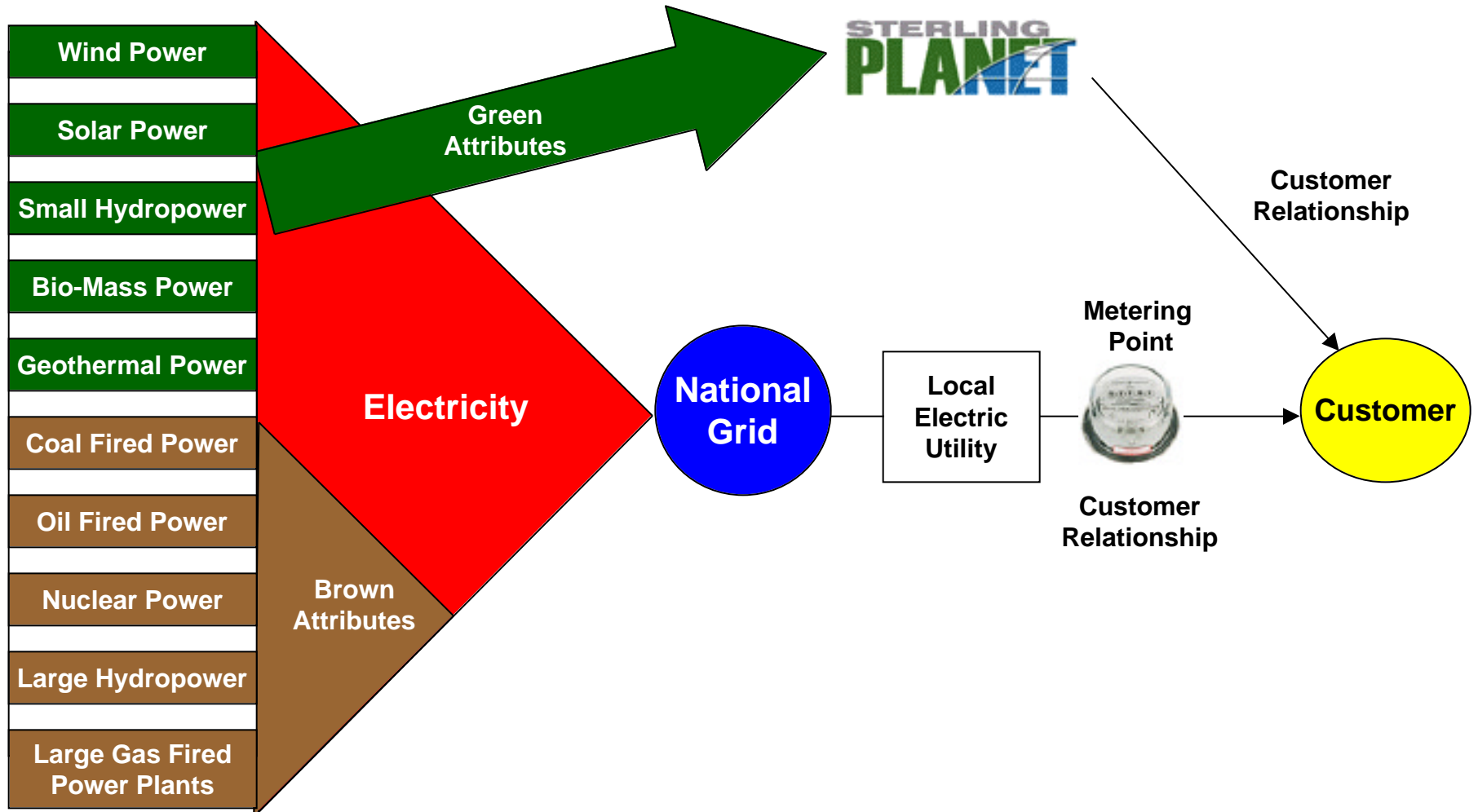
- a green energy company that is leading the effort to serve a growing environmentally conscious consumer base,
- a company that provides 100 percent certified green energy to the market at a premium,
- the first national retailer in the green energy market,
- an environmental energy company that is working to make the world a better place through greater use of renewable energy sources and energy conservation,



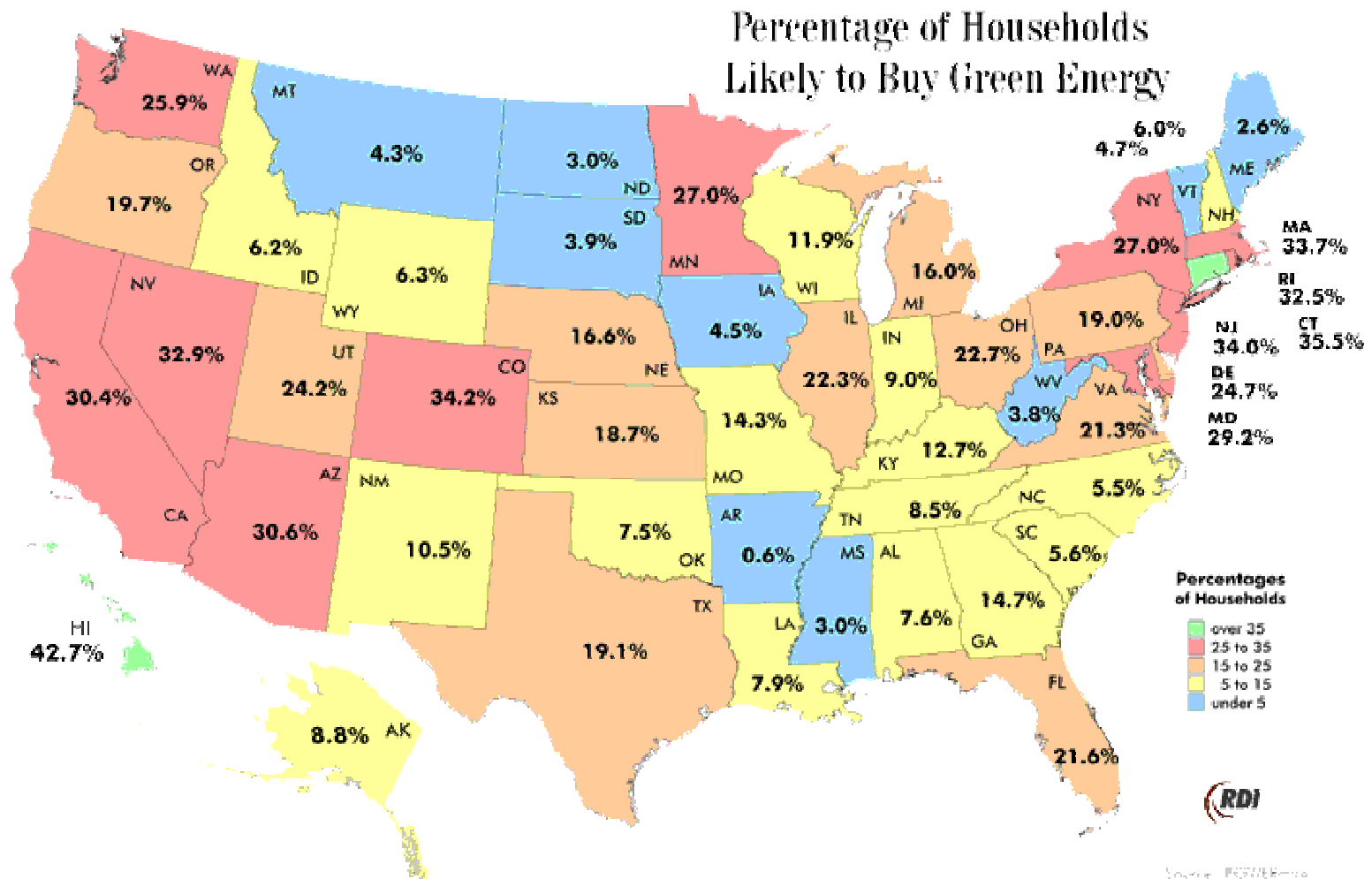
Business Model



Electric Power Plants



Public Support for Green Energy



Source: Financial Times Energy, March 2001

Typical Customer Questions



We have received thousands of questions through e-mails and telephone calls. Here are a few samples.....

- What is Sterling Planet?
- Who's on your team?
- Where are you located?
- How did you get the idea for Sterling Planet?
- What makes your company unique?
- What is your company mission?
- What values drive your business?
- Where does green energy come from today?
- What is green energy?
- Why is green energy so important?
- What are renewables?



Typical Customer Questions (continued)



- What are the advantages and disadvantages of green, renewable sources?
- What are the advantages and disadvantages of conventional, nonrenewable sources?
- What can the average electricity user do to help?
- What is deregulation, and why is it such a big deal?
- To get green energy today, do I have to wait for my state to deregulate?
- If there are no green energy producers near me, can I still get green energy?
- What's the national electric grid?
- Do you serve both homes and businesses?
- How much green energy can I buy?
- If I buy 50% green energy, what's the other 50%?
- Can I start with a small amount of green energy, then buy more?

Typical Customer Questions (continued)



- How can I be sure your energy is really green?
- Where does Sterling Planet get its green energy?
- Do you have your own green power plants?
- Will the green energy I buy be the same energy I use in my home or business?
- Is it easy to switch to green energy?
- How am I helping the environment when I buy green electricity?
- When I sign up, will my relationship with my local electric utility change?
- Why isn't my utility offering green energy?
- How much does your green energy cost?
- Why does green energy cost more?
- Why isn't the cost of green energy just rolled into everybody's rate?

Typical Customer Questions (continued)



- Who will bill me?
- Can I be billed electronically?
- Once I start, can I quit buying green energy at any time?
- When my state finally deregulates, will I have limited choices as a Sterling Planet customer?
- What if you sell more green energy than you can generate or put on the grid?
- Is my credit card safe at Sterling Planet?
- Can I get a printed copy of my receipt?
- Do I have to pay sales tax?
- Are there any tax benefits?
- What about reliability? Can I depend on green energy?

Conclusions from Selling Renewable Certificates



Sterling Planet began operations on January 12, 2001 after developing our business plan and e-commerce software during 2000. Our experience has some conclusions:

- **Knowledge gained from customers in 42 States and District of Columbia.**
- **Customers want to know source (plant and location) of green energy.**
- **Solar is preferred technology – shortage of supply.**
- **Customers will pay a premium – average monthly premium exceeds \$13 / month.**
- **Customers wants to know their personal environmental impact.**
- **7 out of 9 customers would rather purchase green energy from their local utility.**
- **Electronic billing and payment is important to green customers.**